

# ORDER



**Orders**  
**Order / Rev:** 723399 - 1  
**Alt Order #:** 06384306  
**Product Desc:** NRA  
**Estimate:** 3388  
**Flight Dates:** 10/22/12 - 10/28/12  
**Original Date / Rev:** 10/18/12 / 10/30/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRA  
**Demographic:** A35-64  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	13	\$64,200.00	\$54,570.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$64,200.00	\$54,570.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$64,200.00</b>	<b>\$54,570.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/26/12	10/26/12	Letterman Late Night with David Letterman	CM	1135p-1237a	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
80 1X/DAY D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,400.00		0.00			
2	WTSP	10/26/12	10/26/12	Late Late Show Late Late Show	CM	1237-137a	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
1/DAY MAX LT-FERGUSN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$700.00		0.00			
3	WTSP	10/22/12	10/22/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
80 1X/DAY D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,400.00		0.00			
4	WTSP	10/22/12	10/22/12	Late Late Show Late Late Show	CM	1237-137a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
1/DAY MAX LT-FERGUSN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$700.00		0.00			
5	WTSP	10/27/12	10/27/12	Florida Football Daytime Florida Football Daytime	CM	Florida Football D	-----S-	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
132 FLORIDA GATORS CLG FTLB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$20,000.00		0.00			

Order / Rev: 723399 - 1  
Alt Order #: 06384306  
Flight Dates: 10/22/12 - 10/28/12

Advertiser: NRA  
Product Desc: NRA  
Estimate: 3388

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	10/25/12	10/25/12	Letterman Late Night with David Letterman	CM	1135p-1237a	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
80 1X/DAY D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,400.00		0.00						
7	WTSP	10/25/12	10/25/12	Late Late Show Late Late Show	CM	1237-137a	---T---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
1/DAY MAX LT-FERGUSN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$700.00		0.00						
8	WTSP	10/23/12	10/23/12	Letterman Late Night with David Letterman	CM	1135p-1237a	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
80 1X/DAY D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,400.00		0.00						
9	WTSP	10/23/12	10/23/12	Late Late Show Late Late Show	CM	1237-137a	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
1/DAY MAX LT-FERGUSN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$700.00		0.00						
10	WTSP	10/24/12	10/24/12	Letterman Late Night with David Letterman	CM	1135p-1237a	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
80 1X/DAY D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,400.00		0.00						
11	WTSP	10/24/12	10/24/12	Late Late Show Late Late Show	CM	1237-137a	--W----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
1/DAY MAX LT-FERGUSN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$700.00		0.00						
12	WTSP	10/27/12	10/27/12	Florida Football Daytime Florida Football Daytime	CM	Florida Football D	-----S-	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$20,000.00		0.00						
13	WTSP	10/28/12	10/28/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	1	\$13,700.00	P-3	0.00	NM	1	\$13,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$13,700.00		0.00						
													Totals	13	\$64,200.00